

USPS Market Dominant Product Customer Experience (CX) Surveys Instruments and Results

I. PREFACE

A. Purpose and Content

USPS-FY19-38_Customer Surveys consists of three documents in addition to this preface. The first document is the CX Surveys¹ for FY2019, which contains the survey instruments that were used by the Postal Service to measure the customer experience for fiscal year 2019:

- a) The Point of Sales (POS) Survey samples Retail customers who conduct transactions at USPS locations with POS equipment;
- b) The Business Service Network (BSN) Survey samples accounts in USPS' CRM database that have reported service issues;
- c) The Delivery Survey samples both residential and small and medium size businesses;
- d) The Enterprise Customer Care (eCC) Survey samples customers that have received service resolution in connection with a case filed through the customer care center or on USPS.com;
- e) The Bulk Mail Entry Unit (BMEU) Survey samples customers' satisfaction with their experience with the Business Mail Entry Unit;
- f) The Customer Care Center (CCC) Survey samples customers who call the USPS Care Center. The CCC Survey has two parts. The IVR (Interactive Voice Response) Survey only surveys customers that interact with the IVR system, and the Live Agent Survey only surveys customers who interact with a live agent; and
- g) The USPS.com Survey samples customers' experience with the USPS.com website; and
- h) The Large Business Survey is a panel survey of the customer satisfaction of businesses with more than 250 employees.

The second document is an Excel-based overview of all the surveys, which provides detailed information on the survey methodology and data collection. The third document contains a summary of response counts for all questions in each of the surveys.

B. Predecessor Document

USPS-FY18-38_Customer Surveys was previously filed with the Commission in connection with the Annual Compliance Report for FY 2018.

¹ Prior to FY 2019, the CX Surveys were called the Customer Insights (CI) Surveys. The name was changed in FY 2019 to reflect the reorganization of the Customer Experience and Market Insights (CEMI) group to the Customer Experience Department.

C. Methodology

Customer Experience (CX) Surveys

The Customer Experience (CX) Composite, managed by the Customer Experience Department, provides a comprehensive view of the customer experience across the most frequently used customer contact channels. The CX Composite is designed to allow for expansion and inclusion of additional contact points to meet the quickly changing customer landscape. The Postal Service is dedicated to delivering an excellent customer experience and the Customer Experience Department supports this effort.

The CX Composite provides a holistic view of customer satisfaction. In FY19, the Postal Service kept its overall satisfaction metrics consistent between FY 2018 and FY 2019 – to track trends over time, understand changes in customer satisfaction, and to further improve customer experience in FY 2020.²

The CX Composite is calculated based on a weighted average of the customer's overall satisfaction across 7 areas of customer contact: Business Mail Entry Unit (BMEU), Business Service Network (BSN), Point of Sale (POS), Delivery, Customer Care Center (CCC), Enterprise Customer Care (eCC), and USPS.com. In FY 2019, the Postal Service removed the Large Business Panel (LBP) survey from the CX Composite because business sentiment is captured through the BSN survey and the BMEU survey.

Overall, the FY 2019 CX Composite target was 78.27 percent. The table below highlights the FY2019 target and weight of each component of the CX Composite Score.

CUSTOMER EXPERIENCE (CX)	FY19 Weight	FY 2019 Target
BMEU – (Business Mail Entry Unit)	10.00%	95.13%
Business Mail – Overall Satisfaction		
BSN - (<i>Business Service Network</i>)	10.00%	96.73%
Representative - Customer Satisfaction		
POS - (<i>Point of Sale</i>)	15.00%	90.42%
Retail - Overall Satisfaction		
Delivery - (<i>Receiving</i>)	20.00%	86.33%
Delivery - Overall Satisfaction		
CCC - (<i>Customer Care Center</i>)	20.00%	55.00%
Customer Care - Overall Satisfaction		
eCC – (<i>Enterprise Customer Care</i>)	20.00%	70.00%
Quality of Service – Overall Satisfaction		
USPS.com	5.00%	65.00%
Website Experience – Overall Satisfaction		

² In the FY 2019 ACR, the FY 2018 CI Composite score was recalculated using the FY 2019 methodology to make it comparable to the FY 2019 CX Composite Score. This was necessary due to the elimination of the LBP survey from the CX Composite in FY 2019.

Business Mail Entry Unit (BMEU)

The BMEU survey provides a complete view of business customers' satisfaction. It is an event-driven survey, which measures the customer's level of satisfaction with the Business Mail Entry Unit. A web-based survey invitation is emailed after commercial mailers produce and finalize a postage statement at BMEU. The survey consists of nine evaluation questions and three open-ended customer supplied responses.

The BMEU overall satisfaction (OSAT) question is, "Overall, how satisfied were you with your experience at the Business Mail Entry Unit (BMEU)?" The OSAT score is calculated using the Top 2-Box percent on a 6 point scale.

Business Service Network (BSN)

The BSN survey is an event-driven survey which measures the customer's level of satisfaction with the Business Service Network. The survey is conducted after a customer has initiated a service request with a BSN Representative or Area Specialist. Customers are emailed an invitation to participate in a web-based survey and are given 30 days to fill out the survey. The survey consists of thirteen evaluation questions and four open-ended customer supplied responses.

The BSN OSAT question is, "How satisfied are you with the overall experience provided by the Business Service Network?" The OSAT score is calculated using the Top 2-Box percent on a 6-point scale.

Point of Sale (POS)

The POS survey is an event-driven customer satisfaction survey which measures the customer's experience at POS retail locations. Customers are invited to participate in the survey through a URL, IVR and a QR Code printed on the bottom of their POS receipt, and the survey is conducted through a web-based survey platform. The customers have the opportunity to take the survey up to 30 days after the date of their receipt. The survey consists of eight evaluation questions and two open-ended customer supplied responses.

The POS OSAT question is, "Thinking about this visit to the Post Office, overall, how satisfied were you?" The OSAT score is calculated using the Top 2-Box percent on a 6-point scale.

Delivery Survey

The Delivery survey is a hybrid relational and event-driven customer survey to measure the level of satisfaction with the receipt of mail and/or packages to residential and small/medium business customers. Residential customers are randomly selected, mailed a letter survey invitation on a weekly basis and given the option of completing the survey by phone or online. Small and medium-sized business customers (those with fewer than 250 employees at one site) are also randomly selected and mailed a letter survey invitation on a

weekly basis. These customers can choose to respond by phone or online. The residential survey consists of ten evaluation questions and two open-ended customer-supplied responses. The small and medium-sized business survey consists of eleven evaluation questions and two open-ended customer supplied responses.

The Delivery OSAT question is, "Thinking about your overall experience with receiving mail and/or packages delivered by USPS recently, how satisfied are you?" The OSAT score is calculated using the Top 2-Box percent on a 6-point scale.

Customer Care Center (CCC)

The CCC survey is an event-driven survey which measures the customer's level of satisfaction with the Customer Care Center. The CCC survey is divided into the IVR (Interactive Voice Response) survey, which measures satisfaction with the CCC automated system, and the Live Agent survey, which measures satisfaction with a USPS Live Agent. For the IVR survey, all customers who call the toll-free number and only interact with the IVR system are asked at the beginning of their call if they are willing to complete a survey following the call. For the Live Agent survey, phone invitations are offered to all customers who call the USPS Customer Care Center toll-free number and speak with a USPS Live Agent. The IVR survey consists of six evaluation questions and one open-ended customer supplied response. The Live Agent survey consists of eight evaluation questions and one open-ended customer supplied response.

The Live Agent OSAT question is, "Please tell us how satisfied you were with the overall experience provided by the contact center," and the IVR OSAT question is "Please tell us how satisfied you were with the overall experience provided by the USPS automated system." Both scores are calculated using the Top 2-Box percent on a 6-point scale.

Enterprise Customer Care (eCC)

The eCC survey is an event-driven survey which measures customer satisfaction with the quality of service customers received in response to the issue for which they contacted USPS.

The survey is conducted for customers who open a service ticket through a CCC live agent or via USPS.com. A survey is sent out to each customer after the case has been closed. Surveys are only sent to customers who provided an email address and who have not been surveyed in the last 60 days. For customers who only provided a phone number, an IVR call is placed to their phone number. The survey consists of twelve evaluation questions and one open-ended customer supplied response.

The eCC OSAT question is, "Overall, how satisfied are you with the quality of service you received in response to the issue?" The OSAT score is calculated using the Top 2-Box percent on a 6-point scale.

USPS.com

The USPS.com survey is an event-driven survey which measures customer satisfaction for customers that visit the USPS.com website. The survey is offered to a random sample of 2 percent of users who come to the website through a desktop or tablet and click through three or more web pages. In addition, the survey is offered to a random sample of 5 percent of users who come to the website through a mobile device. The survey consists of 2 evaluation questions and one open-ended customer supplied response. While the methodology did not fundamentally change between FY 2018 and FY 2019, the Postal Service simplified the USPS.com questionnaire during FY 2019, which reduced the number of questions and improved response rates.

The USPS.com OSAT question is, “How satisfied are you with the overall experience provided by the USPS.com website?” The OSAT score is calculated using the Top 2-Box percent on a 6-point scale.

Large Business Panel (LBP)

The LBP survey is a relational panel survey which measures business customer satisfaction for large businesses with 250 or more employees. In FY 2018, the LBP was conducted quarterly, and managed by a third-party vendor. The vendor manages customers that sign up to participate in the panel. In FY 2019, the Postal Service increased the frequency of the LBP survey. The LBP survey was conducted monthly to account for seasonal variation in satisfaction for Market Dominant products. The survey consists of 14 evaluation questions and two open-ended customer supplied responses. In FY 2019, the LBP survey was not included in the CX Composite.

The product satisfaction question is, “Overall, how satisfied are you with your experience with each product you use?” The product satisfaction score is calculated using the Top 2-Box percent on a 6-point scale.

Customer Experience Survey Completes

Survey Type	Time Period*	Total Number of Surveys
Business Mail Entry Unit (BMEU)	Oct-Sept FY19	30,525
Business Service Network (BSN)	Oct-Sept FY19	5,697
Point of Sale (POS)	Oct-Sept FY19	1,963,011
Delivery	Oct-Sept FY19	143,913
Customer Care Center (CCC)	Oct-Sept FY19	1,156,806
Enterprise Customer Care (eCC)	Oct-Sept FY19	562,713
USPS.com	Oct-Sept FY19	40,874
Large Business Panel (LBP)	Oct-Sept FY19	5,321

*Time Period = Time period of sample.

D. Input/Output

None.

II. ORGANIZATION

In addition to this preface, **USPS-FY19-38_Customer Surveys** contains three files:

- 1) The “**CX_Surveys_FY19**” contains the survey instruments for all CX surveys.
- 2) The “**CX Composite_ALL SURVEYS_ProgramOverview_FY19**” is an Excel-based file that contains detailed information on the survey methodology and data collection for all FY 2019 CX Composite surveys.
- 3) The “**CX Question Response Counts_FY19**” is an Excel-based file that contains a summary of response counts for all questions in each of the surveys in the CX Composite.